MicroModeling® by Sabal Strategy

Analytics Team

We have more than 25 years of experience in direct marketing data analytics. Our team is passionate about helping senior living communities find their target audience, optimize their marketing efforts, and increase their conversions. One of the most important ways we do this is by helping clients understand the changes in their customer profiles. Not all markets are the same, and customer demographics and behaviors vary from region to region and neighborhood to neighborhood.

MicroModeling®

We knew it was important to understand these differences, which is why we created our MicroModeling® Report. Each customized report gives us the ability to build a model for every location, market or audience segment. With more than 470 data points in demographics, spatial and behavioral data, our MicroModels® offer an in-depth look at your optimal target audience. We also created more than 2.8 million GeoGrids (10 times smaller than census block groups) to provide the greatest granularity of analysis possible.

What This Means to You

Imagine you plan to send out direct mail to 50,000 customers, but there are 300,000 people who meet your criteria. Which 50,000 people do you choose? How would you choose? MicroModeling® allows us to analyze the list, eliminate those who are the least likely to respond, and to identify those most likely to respond. When you know who to target, you see major savings and increased results.

MicroModeling® Offers

➢ **Vertical Insights for 470+ Lifestyle & Behavioral Data Points**

These insights give you a clearer picture of who your customers are and what interests them. You can customize your marketing efforts for your target audience.

➢ **50+ Page Report for Each Community & Location**

Each report is built with layers, so you can see multiple views of your target audience.

➢ **Campaign Analysis**

Reviewing your campaign results allows you to see who is responding to your campaign and gives you the ability to continuously improve as models are recalibrated.

Build Savings

Increase Sales

Higher Response Rates

Lower Customer Acquisition Costs

Granular Targeting

Greatest Return on Investment